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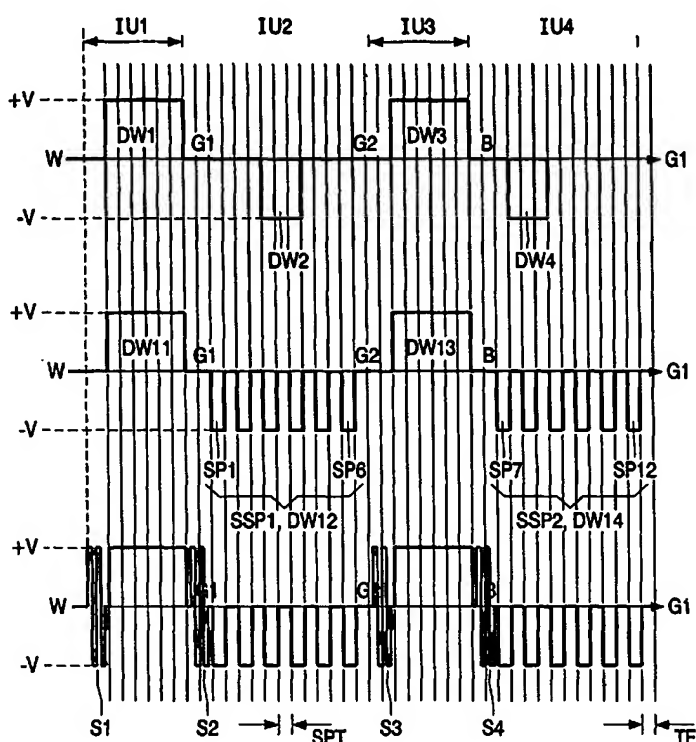
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(54) Title: **ELECTROPHORETIC OR BI-STABLE DISPLAY DEVICE AND DRIVING METHOD THEREFOR**



(57) Abstract: A drive circuit for a bi-stable display comprises: a driver (101, 102) which supplies drive waveforms (DW<sub>k</sub>) to the pixels (P<sub>ij</sub>) of the display during an image update period (IU<sub>k</sub>) wherein the image presented by the pixels (P<sub>ij</sub>) is updated. A controller (103) controls the driver (101, 102) to supply, during the image update period (IU<sub>k</sub>) wherein a particular optical transition of a particular one of the pixels (P<sub>ij</sub>) is required, an associated one of the drive waveforms (DW<sub>k</sub>) to the particular one of the pixels (P<sub>ij</sub>). The associated one of the drive waveforms (DW<sub>k</sub>) comprises a sequence of a particular number of pulses, (SP<sub>k</sub>), wherein consecutive ones of the pulses (SP<sub>k</sub>) of the sequence are separated by a separation period of time (SPT). The particular number of said pulses (SP<sub>k</sub>), and/or a duration of said pulses (SP<sub>k</sub>), and/or a duration of the separation period (SPT) of the associated one of the drive waveforms (DW<sub>k</sub>) is determined to obtain the particular optical transition at a desired energy of the associated one of the drive waveforms (DW<sub>k</sub>) to decrease an average value of the associated one of the drive waveforms (DW<sub>k</sub>).

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